

# Media Advisory

## FOR IMMEDIATE RELEASE

September 28, 2007

**Columbus Day Parade Grand Marshal Lidia Matticchio Bastianich  
to be Introduced at Press Conference Days Ahead of Parade**

*First Lady of Italian Cuisine, PBS Cooking Show Host, Cookbook Author and  
Restaurateur  
Will Also Give Free Cooking Demonstration in Grand Central on October 3*

**Event:** Press Conference

**Date:** Tuesday, October 2, 2007

**Time:** 11:00 AM

**Event &**

**Photo Op:** Lidia Matticchio Bastianich will be introduced as Grand Marshal of the 2007 Columbus Week Celebration, which includes the 63<sup>rd</sup> Annual Columbus Day Parade

**Location:** Vanderbilt Hall East, Grand Central Terminal, 42<sup>nd</sup> St. and Park Ave.

**Details:** Italian immigrant Lidia Matticchio Bastianich, who has brought an appreciation of fresh Italian cooking and of Italian culture to the homes of millions of Americans, will comment on her participation in the Columbus Week Celebration and the Columbus Day Parade. Ms. Bastianich was born in the formerly Italian city of Pula and fled the area with her family after it was ceded to Yugoslavia following World War II. They lived near Venice as refugees before moving to Queens, New York, where she opened her first restaurant in 1969. Since opening Felidia's in Manhattan in 1981, she has become one of the most successful restaurateurs in the United States, authored five cookbooks and appeared on four television series on cooking broadcast on PBS.

In addition to being Grand Marshal of the Columbus Day Parade, Ms. Bastianich and other notable chefs will give cooking demonstrations from October 2 through October 5 in *Lidia's Italian Kitchen*, an exhibition in the East Wing of Vanderbilt Hall. The demonstrations will take place from 3:00 PM to 4:00 PM daily.

**Contacts: Andrew Decker,**  
**212.222.4688, [Andrew.Decker@att.net](mailto:Andrew.Decker@att.net)**

Giuliana Ridolfi Cardillo, Italian Cultural Institute, 212.879.4242 x 324,  
[gridolfi@italcultny.org](mailto:gridolfi@italcultny.org)